

1954

HOME DECORATOR

and how-to-paint book



From your friendly Sherwin-Williams Paint and Color Service Center

MARSH HDWE. & ELEC. CO.

Phone: Express 2509

St. Clair Hills

U.S. Hwy. 50

Planning to Redecorate . . . Indoors or Out? OUR COLOR SERVICE

makes it easy to find the right "Go-Together" Colors!

Come see them. The most wanted colors in home decoration . . . assembled in our Color Service Center, to make it easy for you to find new colors to go with the furnishings you already have.

There are literally hundreds of them . . . each shown with "go-together" colors selected by experts to give you combinations of two, three or four colors in perfect harmony with each other.

With so many to choose from, it's easy to find the individual color that's just right for any room in your home. There are many variations in each color

family . . . ranging from pale to deep . . . 25 greens, for example, 12 blues, 14 different pink tones, and so on. Each is shown with "go-together" colors to give you ideas for new colors to go with those you want to retain . . . yet make your room look completely different. The possibilities are almost unlimited.

This color service is yours to use without obligation. Come in any time to consult it . . . or to ask us about color ideas. We will be glad to advise you about the right paint for every surface, and to help you with your painting problems inside and out.

© 1954, The Sherwin-Williams Co., Cleveland, Ohio



CENTER

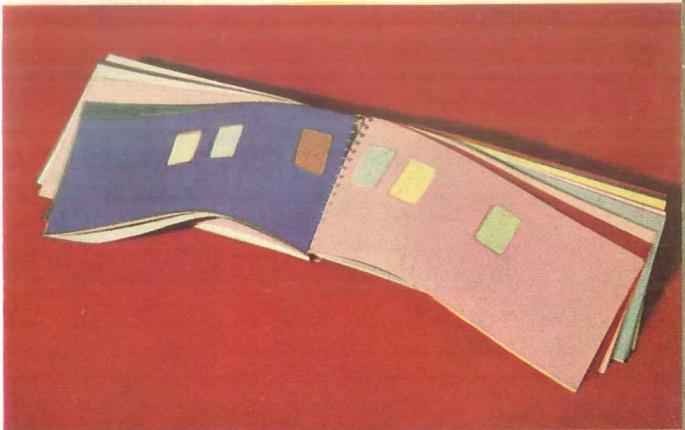
SHERWIN-WILLIAMS STYLE GUIDE

Hundreds of full-color photographs show you how many of these colors were used in actual lived-in rooms. It's the easy way to see your color ideas come to life. See it in our store . . . or borrow it to use at home.



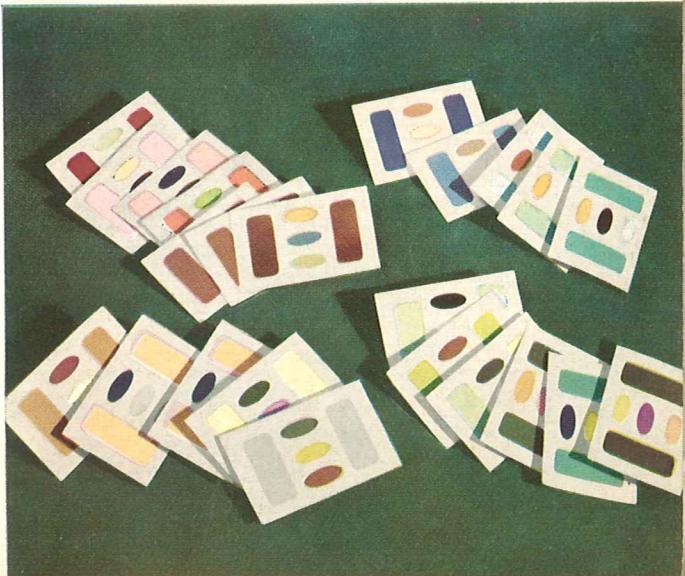
SHERWIN-WILLIAMS COLOR SELECTOR

The heart of our color service, this fascinating Selector shows you 100 gorgeous colors . . . each displayed with three "go-together" colors. Simply find the color that approximately matches a major "permanent" color in your room . . . like carpeting or sofa . . . and there, at a glance, you'll see three colors that go with it. Use any of the three for walls, slip covers, draperies . . . whatever you like . . . and be sure of color harmony. You may borrow it to use at home.



SHERWIN-WILLIAMS "COLOR CUES"

A package of 24 individual cards, each displaying a harmony of four "go-together" colors . . . the same gorgeous colors you find in our Color Selector. Wonderful to have in your own decorating files, to compare each individual harmony with your furnishings and to choose new colors for walls, draperies, carpeting or anything in your home. Price 25c per set.



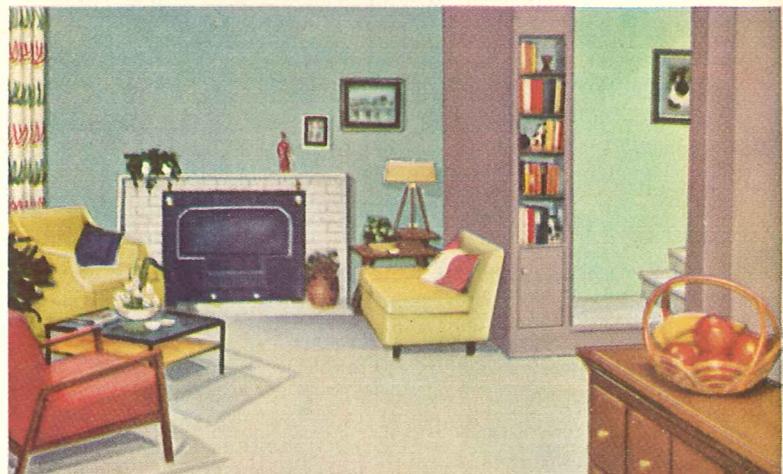
This Color Service is FREE! You may consult our Color Service any time in our store. Or . . . you may borrow the Style Guide and Color Selector to use at home, to compare the hundreds of gorgeous colors with the furnishings you have.

*By changing the **COLORS** on your*



These actual photographs prove what magic you can work . . . simply by changing wall colors. Above you see the room as it is . . . only the wall and woodwork colors were changed, yet the room has a fresh, new appearance. And how beautifully Super Kem-Tone Sandalwood and Sauterne and Kem-Glo Woodhaven Green go with the furnishings.

At right, you see it as it was! Walls are Super Kem-Tone Bluestone and Periwinkle . . . woodwork is Kem-Glo Heather. A lovely combination with the furnishings, but the owners wanted "something different."



walls . . . you change the room!

YOUR INVESTMENT IN A ROOM

PAINT ONLY...\$12.10

Lamps and Accessories	\$104.75
Furniture	317.45
Draperies, pair	24.95
Floor Covering	<u>368.00</u>

Total for Furnishings \$815.15

The paint that worked the color magic pictured opposite is the least expensive item in the room. At today's prices . . . in the average home-furnishings store . . . it amounts to little more than 1% of the cost of the furnishings. Obviously, paint is the economical way to add zest to a room . . . just as a new hat adds interest to a costume.

Today's paints bring you wide choice of colors to make your rooms "new." Look at the pictures opposite. At the bottom, you see the room as it *was*. At the top, you see how only \$12.10 worth of paint . . . in new colors . . . gave it new character. And we could just as easily have chosen from the Color Selector many other wall colors to go with the carpeting, furniture and draperies.

So can you . . . for your home. Simply consult our 1954 Color Selector and "Color Cues" . . . find the color-harmony group that comes close to the permanent colors in your room. You'll discover countless interesting new colors for your walls to go with what you have . . . all available in a flat finish for walls and a lustrous enamel for woodwork.

It's as easy as buying a new hat!



You can do such wonderful things with color!

SHERWIN-WILLIAMS

Super Kem-Tone

**the guaranteed washable latex wall paint available
in hundreds of gorgeous colors**



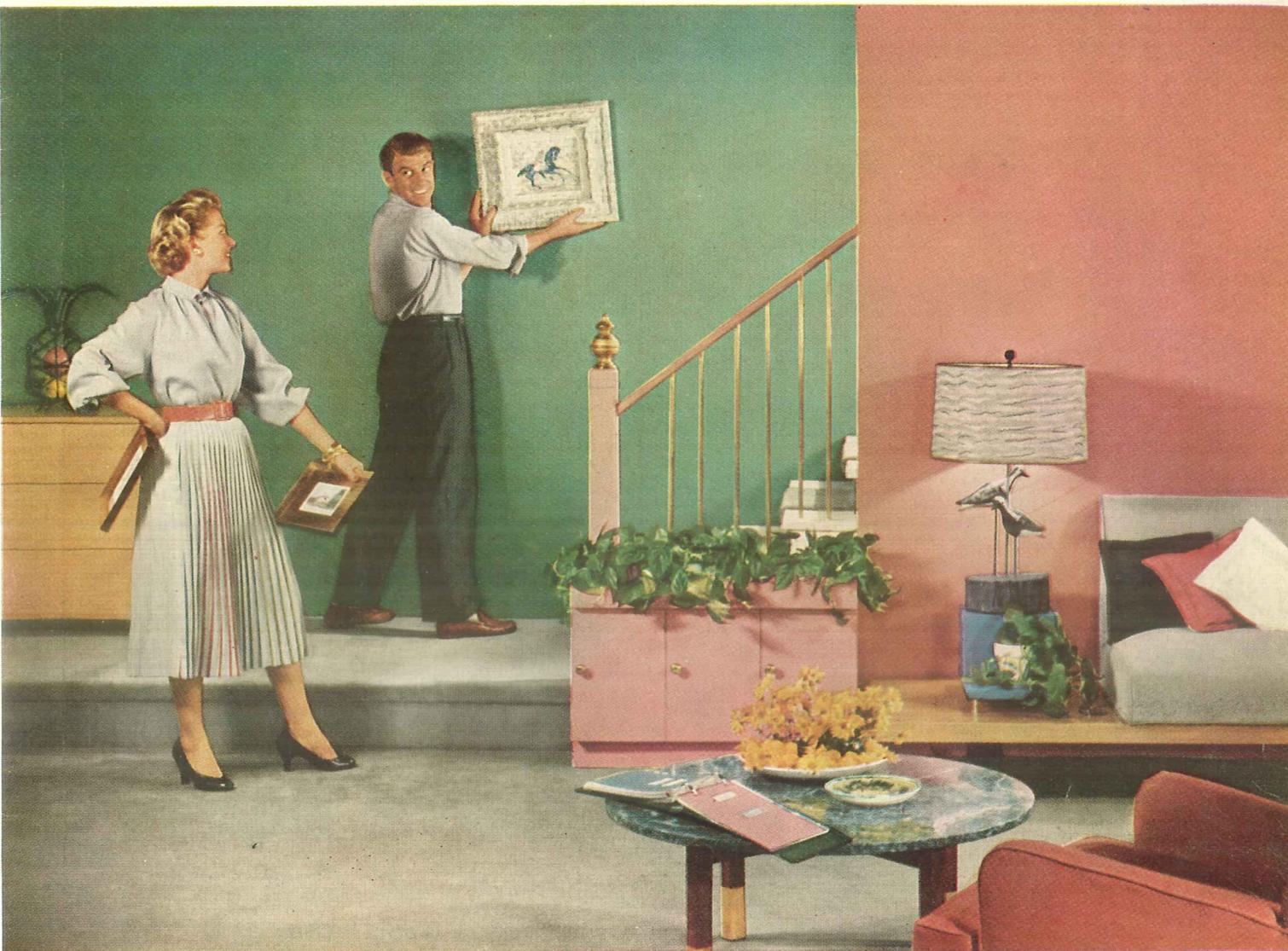
Put new color on your walls and give your rooms a lift in beauty. Put Super Kem-Tone on your walls, and you get color at its loveliest. For this amazing wall paint gives all colors a luxurious look. Its smooth, rich-as-velvet finish adds beauty and "character" to every color.

And you'll be surprised at how easy it is. With brush or Roller-Koater, even amateurs can do a professional-looking job. Super Kem-Tone always dries evenly. You can even go back and touch up missed spots, before the paint has dried, and they won't show. It dries fast, too . . . in an hour you can put everything back in place.

In addition, Super Kem-Tone is so tough that after it has dried 30 days, tests prove it can be washed repeatedly. It's *Guaranteed Washable*.



So, don't dream about a new room. Choose from hundreds of colors, ranging from pale to deep, and have your "new room" in less than a day. For ceilings, you can get a special flat white in Super Kem-Tone, created to reflect light without glare. And for woodwork, you can get Kem-Glo in the same lovely colors as Super Kem-Tone.



Flamingo with Ramona Green Super Kem-Tone makes color news to carry out the fashion for contrasting walls. Woodwork is matching Kem-Glo. Color ideas for carpeting and furnishings came from our Color Selector.

Super Kem-Tone gives you all of these advantages:

1. Ready-to-Use, No Thinning . . . Stir and Apply
2. Easy-to-Use . . . with Brush or Roller-Koater
3. Needs No Undercoater or Sealer
4. Dries in an Hour . . . a "New Room" in Less Than a Day
5. After 30 Days' Curing It's Guaranteed Washable
6. A Gallon Is Usually Enough for Walls in the Average Room
7. Available in Hundreds of Colors, Featured in Our Color Selector in "Go-Together Color Harmonies"





▲ *Cool Greens . . . Warm Accents*

Against the cool serenity of Super Kem-Tone Melodie Green walls, the Caprice Yellow plant box provides sunny contrast. Both colors set off the dark green sofa, the warm tan tones of rug and chair. Note how the green of the wall and tan of the rug are repeated on the white fireplace wall for good color balance.

◀ *Deep Tones with a Friendly Look*

The deep Parklane Green Super Kem-Tone of the fireplace wall is repeated in two chairs, for balance. The fine Grenada Gold of the other wall is balanced by gold-tone draperies and chair. Rich reds in the lamp shades add friendly warmth. You'll find this stunning harmony on page 711 of our Color Selector.

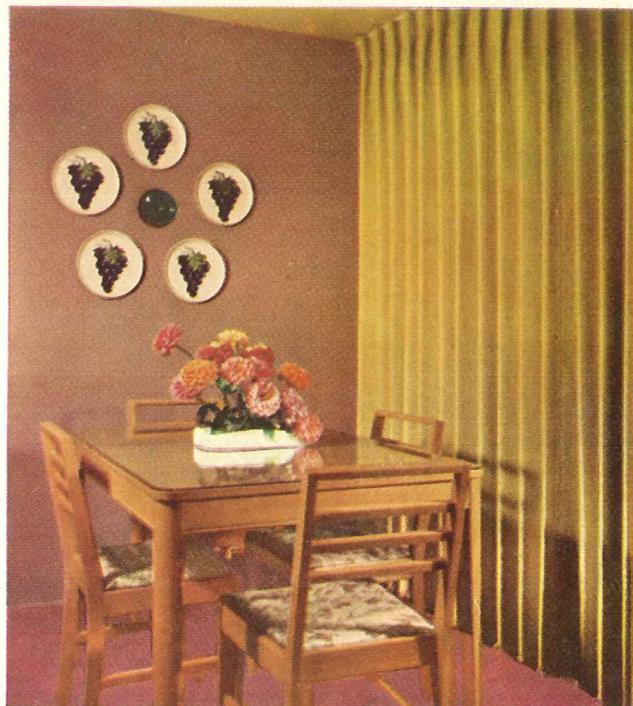


Light, Lovely . . . and Golden

Gain light with color as this room does! Ceiling is Super Kem-Tone Mustard to blend with the carpeting . . . a high fashion in decorating. Walls are Shasta White, tinted with Mustard. For a golden touch, Kem-Glo Caprice Yellow lines the credenza, repeating the gold of the chandelier. You'll find this harmony through the "windows" on page 773 of our Color Selector, which is like the red of the chairs.

Color for a Cozy Effect

Rich, warm colors create a friendly background for dining. The ceiling is Super Kem-Tone Sunbeam Yellow, to match the draperies and contrast warmly with Super Kem-Tone Coppertone walls. Both lovely colors blend beautifully with the rosy color of the carpeting and light tones of the furniture as shown on page 708 of our Color Selector.



A Lovely NEW Fashion in Home Decorating

SUPER KEM-TONE

Applikay^{*}

Now . . . Super Kem-Tone brings you a completely new way to individualize the decoration of the walls in your living room, dining room or bedroom. You can add the charm of shimmering design-effects to the velvet-rich beauty of a Super Kem-Tone foundation color!

You do it with Applikay . . . a completely new and different translucent liquid with which you can create hundreds of different effects over freshly painted Super Kem-Tone walls. They're so lovely, you have to see them to realize how luxurious your walls can be. Look at them one way, and you'll catch glistening highlights. Turn the other way, and you'll see a subtle color change. If we could print the photographs on these pages in star-dust, they *might* do justice to the shimmering beauty of Applikay.

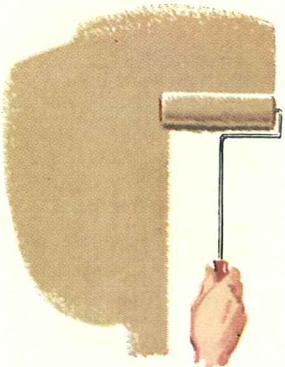
Applikay is amazingly simple to apply. With a special new roller, you quickly and easily roll on Applikay . . . and like magic, subtle, shimmering effects appear on your Super Kem-Tone walls. There's no mess, no spatter. It's fast, too. And with the various enchanting Applikay colors . . . created to harmonize with Super Kem-Tone . . . and the choice of decorator-approved Applikay designs, you can give your Super Kem-Tone walls luxurious effects that are distinctive and delightful.

Come in to see our showing of Applikay designs. Discover how easily you can have this luxurious new fashion for your walls . . . and have it for very little extra.

*Trade Mark



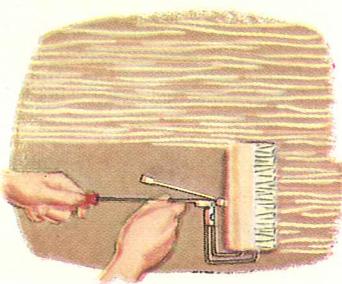
Never before have walls like these been possible! In "real life" they actually shimmer and change with the angle of view and direction of light. You can have them easily. This wall was first painted with Super Kem-Tone Sandalwood. Then, Applikay Birchbark design was rolled on twice vertically . . . using Applikay Medallion Yellow to contrast with the foundation color and give the walls a silken sheen that's lovely in any room.



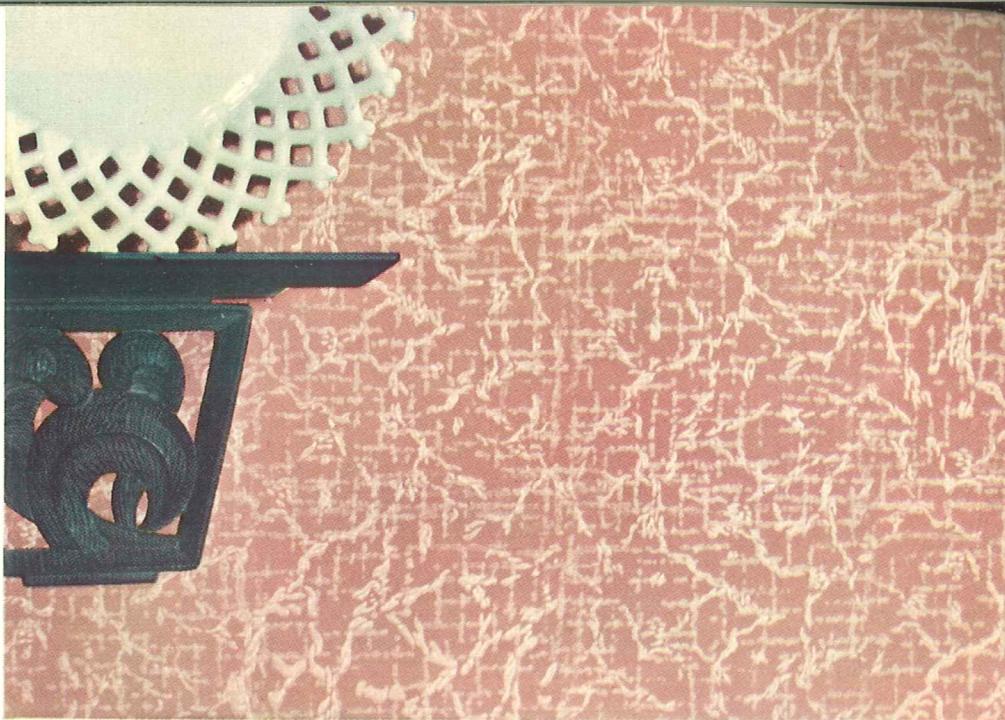
First . . . Apply Super Kem-Tone in the color of your choice. You may brush it or roll it on your walls as you prefer. Let it dry at least one day and not more than three days . . . and you're ready for Applikay.



Second . . . Roll on Applikay in the color and design you choose right over the Super Kem-Tone painted wall. You can roll on Applikay vertically, or . . .



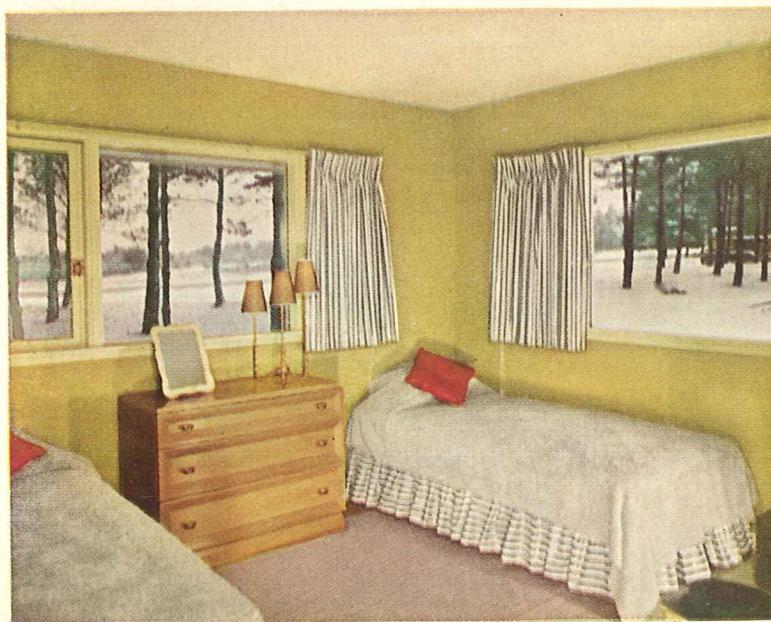
You can roll it on horizontally. Either way, it is so easy and creates such a new and beautiful design effect. Easy, illustrated step-by-step directions come with every can of Applikay.



► So different, so distinctive . . . two Applikay designs together! And they actually glisten like silk. First, Super Kem-Tone Sunset Rose. Then, one vertical roll Applikay Silken Fleece, one horizontal and one vertical roll Applikay Homespun, using Radiant Pink for both designs.



► Unusual new charm for your walls . . . distinctive decoration that can easily be yours. Foundation coat is Super Kem-Tone Bermuda Turquoise. The shimmering design is Applikay Falling Feather, rolled on twice vertically in glistening Moonmist White.



Photograph Courtesy Libbey • Owens • Ford Glass Co.

▲ *Pink Enlivens Blues*

In a light-hearted mood, this room combines Super Kem-Tone Skyline Blue walls with Super Kem-Tone Powder Blue to call attention to the desk corner. This rich color is repeated on the bed flounce for balance, while the pink of the bed is balanced in the lamp and pictures.

◀ *Gold for Elegance*

For a look of luxury, Super Kem-Tone Grenada Gold was chosen for the walls, with Super Kem-Tone Alabaster on the ceiling and matching Kem-Glo for woodwork. And how richly it harmonizes with the rose tone of the rug! See this harmony on page 713 of our Color Selector.

Easy steps to smart decoration

with **SHERWIN-WILLIAMS**

Super Kem-Tone



Clean the Surface

Paint will not cling over waxy, oily, dusty or damp surfaces. Dust off wallpaper; wash painted walls. Glossy surfaces should be washed with a household cleaner or tri-sodium phosphate to dull the gloss so that the new paint will adhere.

Make Minor Repairs

Use Super Kem-Tone to seal down loose edges of wallpaper and to fill in hairline cracks . . . be sure to brush it in well. Larger cracks and holes can be easily filled with S-W Plastic Patch . . . let dry, sand smooth, and spot-prime with Super Kem-Tone.

Give Yourself Room

Move out everything you can. Put big pieces of furniture together and cover with drop cloth. Remove electric light switch plates. Make sure you have good ventilation and plenty of light. Time spent to prepare the room makes the work go faster.

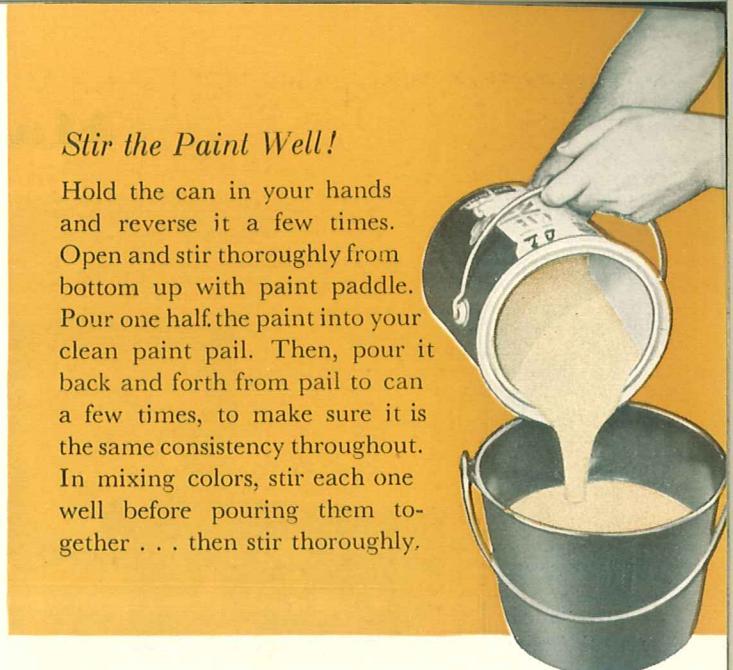


DECORATOR'S HINT

You can use Super Kem-Tone on picture frames, lamp shades, waste baskets, brick fireplaces . . . and many things about the house . . . to bring them into your color scheme. Small quantities of leftover paint may be stored in airtight fruit jars for future use. Label the color.

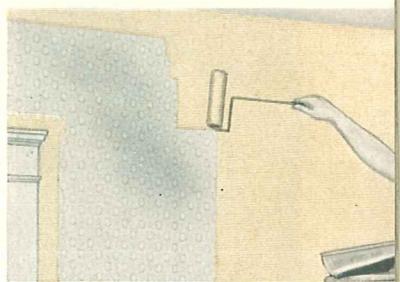
Stir the Paint Well!

Hold the can in your hands and reverse it a few times. Open and stir thoroughly from bottom up with paint paddle. Pour one half the paint into your clean paint pail. Then, pour it back and forth from pail to can a few times, to make sure it is the same consistency throughout. In mixing colors, stir each one well before pouring them together . . . then stir thoroughly.



Order of Painting

Paint ceiling first. With a 2-inch brush, cut in a narrow strip at corners. Then follow with Roller-Koater, working in strips the short way of the room. When you finish each strip, go back to the other side of the room, to start the next strip. If you "work back," the first section of the



Wash Tools in Water

Roll out all paint left in roller on newspapers laid flat on the floor. Then wash brushes, Roller-Koater and tray used for Super Kem-Tone in warm, soapy water at your kitchen sink. Rinse thoroughly in clear water. If you are using them the next day, wrap in aluminum foil to keep them damp overnight. Otherwise hang them up to dry, then wrap in paper to store them dust free.

Make KITCHENS and



Photograph Courtesy Universal-Rundle Corporation



At top you see how sunny Kem-Glo Caprice Yellow contrasts with Kem-Glo Melodie Green . . . and how the red tones of the counter tops add richness. You'll find this color scheme on page 758 of our Color Selector.

At left Kem-Glo Powder Blue matches the tile of the tub recess . . . and contrasts beautifully with Kem-Glo Peach Glow on the smart shutters in a bathroom that glows with color. Resists steam and moisture too . . . and is easy to keep clean.

BATHROOMS glow with COLOR!

SHERWIN-WILLIAMS

KEM·GLO®

**the miracle enamel with a rich, subdued lustre
that looks and washes like baked enamel**

Now . . . you can use color in kitchens and bathrooms as smartly as in any room! Kem-Glo brings you the hundreds of colors shown in our Color Selector . . . in an enamel so durable it both looks and washes like baked enamel.

Its rich, subdued lustre is lovely for kitchen and bathroom walls, and for woodwork throughout your home. Yet Kem-Glo is so tough it withstands such kitchen and bathroom hazards as steam, boiling water, grease, cosmetics . . . resists scuffing and chipping . . . washes as easily as

your refrigerator. Even crayon marks, ink and Mercurochrome come off with ordinary household cleaners . . . because Kem-Glo has such a smooth, tight, tough surface.

And, you'll find it's the easiest enamel you ever used. Kem-Glo flows off the brush freely and evenly, dries in 3 to 4 hours to a porcelain-smooth surface that enriches your home. And, since Kem-Glo colors match Super Kem-Tone, you can carry out your color schemes in every detail, throughout your home.

SHERWIN-WILLIAMS

KEM-GLO wins first place on these points:

1. Ready to Use . . . Just Stir and Apply
2. Needs no Undercoater or Sealer
3. Flows on Freely . . . Dries in 3 to 4 Hours
4. Goes on Easily over Wood, Metal, Plaster, Previous Paint . . . One Coat Usually Covers
5. Washes Quickly with Ordinary Household Cleaners
6. Resists Stains, Grease, Even Boiling Water
7. Available in All Colors in Our Color Selector . . . plus a white that *stays white*

*It's America's Favorite and...
Finest Enamel... and with good reason!*





Be Individual with Color

No standardization here! This kitchen uses Kem-Glo Mustard to harmonize with the natural wood cabinets and to blend with the deep green counter tops . . . proof that color schemes in a kitchen can be as interesting as in any other room. To achieve that glowing cabinet color, simply apply Sherwin-Williams Oil Stain in Maple, followed by two coats of Mar-Not Gloss Varnish.

Photograph Courtesy "LIVING for Young Homemakers"

The Pink of Perfection

For work hours or quick snacks, Kem-Glo Prairie Rose makes this kitchen a gay place to be . . . with Kem-Glo Mandalay Ivory on the ceiling to reflect light. The gold tone on window shades and cabinets injects a sunny note. It's another example of the modern use of color to express individuality in every room. You'll find this color scheme on page 719 of our Color Selector.

Photograph Courtesy Crane Co.



Idea for an Attic

Unusual use of pale Kem-Glo Grenada Gold for the interesting beamed ceiling above rich Kem-Glo Hunter Green walls gives this attic room character. For both, Gloss Modifier was added to soften the gloss. Both colors "go with" the red tones of the wallpaper as you'll see on page 711 of our Color Selector where this harmony is shown.

White's Always Right

And it's especially smart when it's Kem-Glo Stay White . . . the sparkling white that really stays white. It makes a clean, crisp contrast with rich Kem-Glo Canterbury Gray used for the ceiling and repeated on the cabinets to "bring it down" for good balance. This soft, pleasing gray is shown on page 707 of our Color Selector, in harmony with a deep red, which gives the color idea for counter tops and accents in this distinctive kitchen.



Luxury on a Small Scale

A small bathroom . . . but color gives it the Midas touch of luxury! Kem-Glo Starlite Gold was chosen to match the tiled tub recess. By contrast, Kem-Glo Powder Blue on the cabinets makes the walls look still more golden . . . while soft pink and pale blue accessories add sparkle. You'll find this color scheme on page 734 of our Color Selector.

Photograph Courtesy Crane Co.



Rich Colors for Elegance

The rich warmth of Kem-Glo Coppertone on the walls, blends with the tub bay, and makes a background of elegance for the colorful fixtures. Kem-Glo in a blue tint was used on the shadow boxes to pick up the blue of the fixtures. The deep blue of the floor and sunny yellow accents complete the harmony, as shown on page 710 of our Color Selector.

Photograph Courtesy Universal-Rundle Corporation



High-Fashion White

White for walls as well as ceiling! Kem-Glo Stay White meets this growing trend to perfection. Used on these interesting paneled walls and beamed ceiling, it matches the tiles framing the fireplace, bringing out their gay designs . . . and shows up the smart use of pale and deep tones in this inviting niche. Gloss Modifier was added to the Kem-Glo to soften the gloss for a more subdued effect.



Delicate Beauty

That clear lovely tone on the walls below is Kem-Glo Periwinkle, shown on page 779 of our Color Selector in harmony with a deep red and soft pink. Note how the unusual clarity of Periwinkle enhances the wood paneling and points up the rosy accents. Gloss Modifier was added to Kem-Glo to soften the gloss, and Super Kem-Tone Shasta White gives the ceiling a lovely flat finish.



Stimulating Colors . . . for Fun

A perfect choice on two counts! First, Kem-Glo Crystal Turquoise on the walls makes a gay background for the yellow, beige and red tones of the accessories . . . the color scheme shown on page 764 of our Color Selector. Second, Kem-Glo stands up to the hard wear a fun room has to take. Gloss Modifier was added to the Kem-Glo to soften the gloss.



It's easy to do an expert job with

SHERWIN-WILLIAMS

KEM·GLO®

the miracle lustre enamel

Kem-Glo is the easiest enamel you ever used. It flows off the brush evenly, with no "pull" or "drag." Here are a few timesaving tips to make the job still easier and faster . . . and to assure better results.

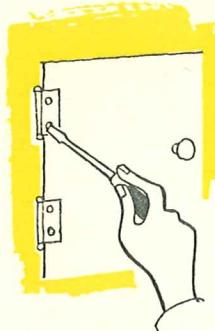


Remove small hardware and drop into cleaning solution . . . they'll be bright and shiny when your painting is done. If they have been previously painted . . . and sadly chipped . . . soak in paint thinner to remove old paint.

Take off small cupboard doors. They're easier to paint when flat. And . . . the insides of the cupboards are easier to paint when the doors are out of your way.

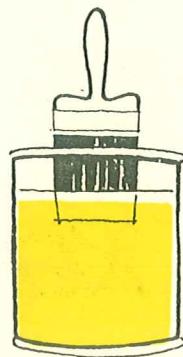
Gloss Modifer

If you prefer a reduced lustre, you may obtain it easily, without changing your chosen Kem-Glo color, simply by adding Sherwin-Williams Gloss Modifer to Kem-Glo according to directions on the label.

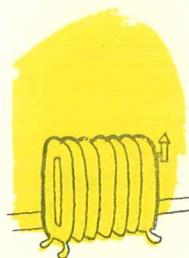


Stir Kem-Glo well. Then pour back and forth from can to paint pail. If liquid has risen to top, pour off most of it, stir the heavier part, then pour the liquid back, a little at a time, stirring thoroughly.

Dip brush about a third the bristle length into paint. Load generously and apply freely. Do not feather out but leave a good wet edge. Then apply second strip from dry area into wet edge.



Use brush on woodwork, and paint with the grain. Use brush or Roller-Koater on ceilings and walls, and of course paint ceilings first. Our Customer Service Sheets illustrate the method in easy steps.



Radiators and pipes (metal or asbestos) will be less conspicuous painted to match walls. Kem-Glo is fine for this. Be sure they are clean. Rub off rust spots with steel wool. Always paint them when cool, and allow a few weeks before turning on the heat.

Clean the tools used for Kem-Glo in paint thinner. Work the paint out well . . . comb out the brushes. Then wash in soapy water, rinse and hang them up to dry. When dry, wrap in paper to store. If you are going to use the brushes the next day, you may suspend them in paint thinner overnight.

Decorator's Hint



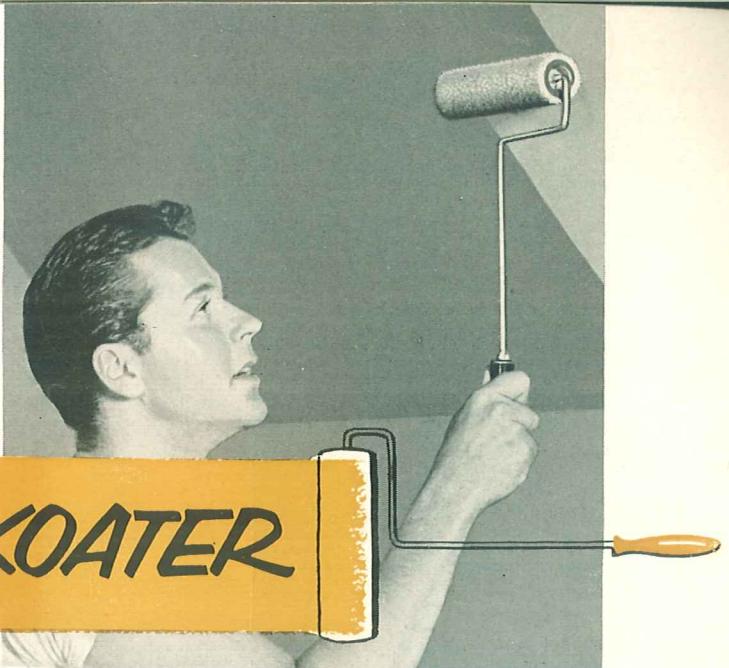
Wood and metal furniture for indoors or out can become part of your color scheme . . . for Kem-Glo colors match Super Kem-Tone. Wash the furniture first . . . and smooth the surface. Turn chairs and tables upside down and paint legs first, working from the inside out so you don't have to reach over fresh paint.

Paint walls and ceilings

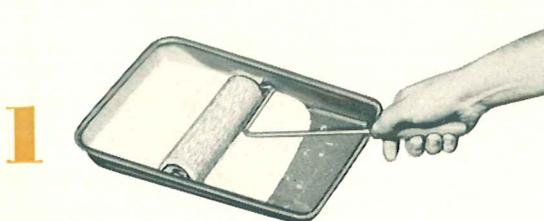
FASTER...BETTER!

with the

KEM ROLLER-KOATER®



Simple as a wheel, the Kem Roller-Koater will roll color on your walls almost as fast as you can dream. It's a boon for ceilings . . . eliminates the fatigue of stretching up. The Roller-Koater gives you more "reach," rolls on a strip of color 7 inches wide and 2 or 3 feet long . . . with one easy roll. Use it with *any interior paint* (oil-base, latex, resin-emulsion or alkyd) over *any interior wall surface*.

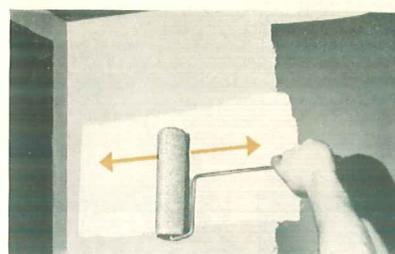


1 Stir paint thoroughly and pour into Roller-Koater tray or into a flat-bottomed pan propped up at one end. Fill about 2/3 of pan.

2 Massage dry Roller-Koater vigorously to remove loose lint. Then roll it from dry end into paint, covering Roller-Koater completely, and back up over dry end of tray to remove excess paint.

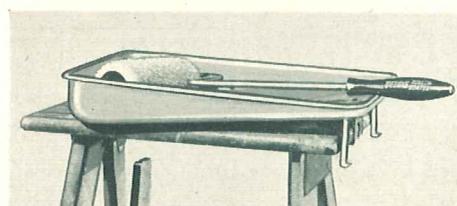


3 With brush, cut in a narrow "safety strip" around wood-work, along ceiling line and in corners. Do this as you go. Then roll the Roller-Koater into this narrow strip while it is still wet, completing the wall or ceiling area.



4

Roll paint on surface . . . up, then down. When 3 or 4 strips are done, smooth out by cross-rolling lightly. Always work from dry area into wet paint.



5

When painting ceilings, clamp Roller-Koater tray to ladder. When painting walls, it's a good idea to place tray on a chair or table within easy reach.

6

To clean Roller-Koater used for Super Kem-Tone or Kem-Tone, wash in hot, soapy water, rinse, hang to dry. Roller-Koaters used for oil-base paints should be cleaned first with paint thinner, then washed in hot soapy water and rinsed in clear water.

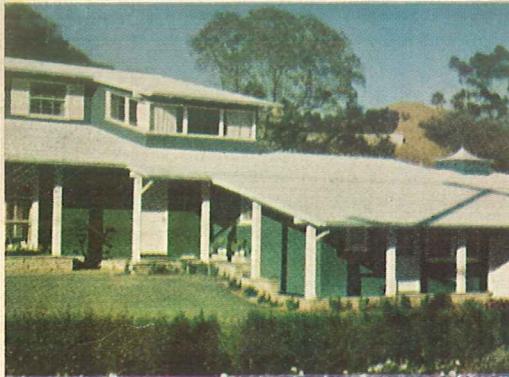
decorator's hint . . .

If you want to paint borders or "drop" the ceiling color to the walls to lower the lines of the room . . . just mark off the line with masking tape. Be sure the paint over which you put the tape is thoroughly dry.

SWP[®] HOUSE PAINT



SWP Gloss White House Paint looks still more sparkling, contrasted with the deep SWP Sagamore Green used on the shutters.



Rich SWP Ardmore Green makes this house fit right into the landscape. SWP Gloss White trim accents its modern lines.



◀ SWP Berkeley Yellow contrasted with SWP Colonial Red sets off the rambling lines of this house. SWP Gloss White for the trim unifies the color scheme.

A house that glows with friendly color! SWP Royal Maroon is just right for its low lines, with SWP Gloss White on trim and fence for a clean contrast.



fulfills every
paint requirement
...it's your best
house paint buy!

There are only two basic reasons why people paint a house:

1. To improve its appearance
2. To protect its value

Beauty and protection . . . that's what you buy when you buy house paint. You want your home to look better and last longer. These lovely homes show how wise homeowners all over the country have combined beauty and protection and achieved distinctive results.

The difference in cost between a top-quality house paint like SWP and the cheapest house paint you can buy only amounts to pennies per square foot of painted surface. And, in terms of *cost per year* of service, the cheapest house paint usually turns out to be the most expensive!

The following pages present some facts about house paint and some standards of comparison which will enable you to make a wise choice when you paint your home.



Like a ray of sunlight, SWP Colonial Yellow makes this house stand out against the woods.



SEE PAINT...



↑
Note how the deep Sagamore Green brings color down from peaked roof to shutters . . . and sets off the sparkling SWP Gloss White of this house.



◆
To accent the interesting lines of this big house, SWP Plymouth Green makes a subtle contrast with SWP Gloss White.





Here's how **SWP**[®]
HOUSE PAINT
has earned and keeps
its reputation

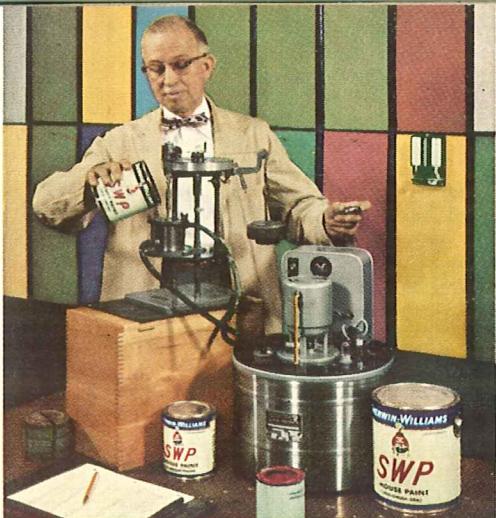
Whether you paint your home yourself or prefer to hire a painting contractor, you should choose your brand of house paint with great care to assure the best return on your investment in terms of years of service.

Here, briefly listed, are the characteristics of a top-quality house paint for which you should look when you select the paint for the exterior of your home.

- 1. Ease of application.** A good house paint should apply easily to conserve your own time or the time of the painting contractor and his painters.
- 2. Uniform coverage.** A top-quality house paint covers the surface uniformly without thick and thin spots to cause uneven wear and to mar the beauty of your home.
- 3. Smooth, tough film.** To protect your home from weather and wear, a good house paint produces a smooth, tough, enamel-like film that the elements can't penetrate and dirt can't adhere to.
- 4. Uniform gloss over varying surfaces.** To assure proper adherence to all parts of your house, a top-quality house paint dries to a uniform gloss regardless of differences in porosity of the surfaces. It does not look spotty either when first painted or later, as the film wears away.
- 5. Uniform color retention.** A good white paint should stay white . . . not turn a dirty gray or yellow with age. Colors should retain their true values.
- 6. Keeps itself clean.** A good paint keeps itself clean in two ways, (1) by providing a gloss to which dirt

cannot adhere readily and (2) by actually washing itself as it ages, a process that paint chemists call "chalking." Slow, controlled chalking is what a good house paint should give you.

- 7. Quality control.** Only a reputable paint manufacturer follows a strict program of quality control to make certain that every gallon of house paint you buy from him is the best that can be made.
- 8. Maximum economy.** A good house paint provides beauty, and protection for your home for a long time before repainting is necessary. It is a matter of simple arithmetic that a paint which costs \$6.50 a gallon and lasts 5 or 6 years is a better buy than one which costs \$4.00 a gallon and lasts 2 or 3 years. On top of that, remember, it costs just as much in your own time or hired labor to apply an inferior paint as it does to use the best quality. Moreover, repairing cheap paint failures is a very time-consuming and expensive job.
- 9. Manufacturer's reputation.** In the final analysis, since everyone cannot hope to be a paint expert, your best bet is to depend upon the reputation for quality that the house paint manufacturer has earned.

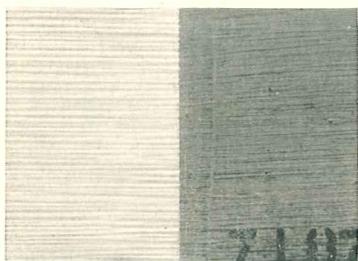


SWP® House Paint Is Famous for Its Consistently High, Uniform Quality

For over 80 years, more homeowners have painted and repainted their homes with SWP House Paint, than with any other brand . . . and have experienced utmost satisfaction. They've proved for themselves that SWP House Paint is the best buy on the market.

Close check on every step in the manufacture of paint is required to maintain this uniform high quality. Sherwin-Williams has a staff of highly trained technicians and paint chemists whose sole responsibility is to guard the quality of SWP House Paint, to make sure you get the best.

This staff performs two duties. In the laboratory, SWP is subjected to 27 different tests to make sure every gallon of SWP House Paint is up to standard. And, SWP is constantly checked against other leading brands of house paint to make sure SWP is out in front on all the characteristics of top quality.

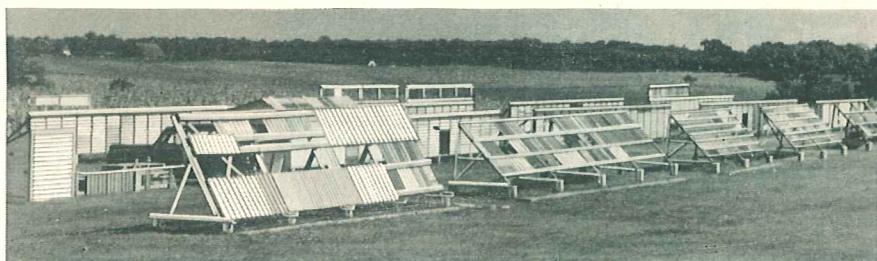


Contrast in "Wear"

This photo (greatly magnified) shows how 2 different paints "hold up" after 6 years' exposure on a test panel. For both panels the 2-coat system was used. The left panel, *SWP House Paint*, shows no break in the paint film, is almost as smooth as when applied. The right panel has worn off in ridges, showing signs of checking and "alligatoring." Obviously, the tough film of SWP House Paint gives maximum protection . . . lasts the greatest number of years.

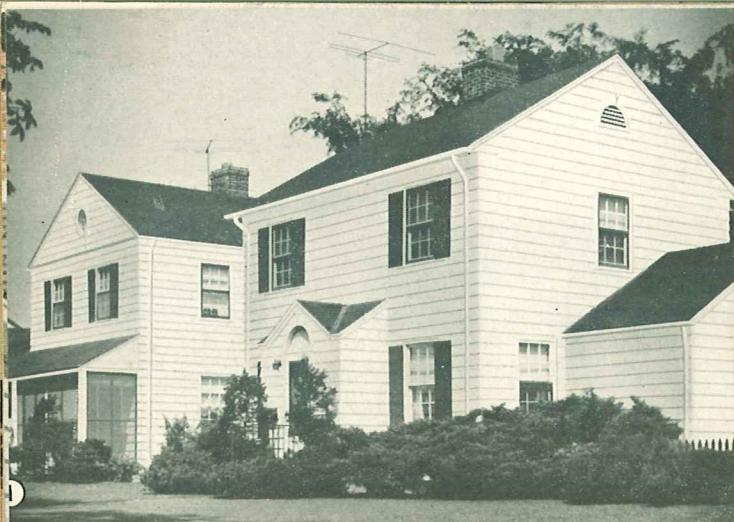


SWP House Paint is applied on test panels, alongside competitive paints on "test farms" located in all climates and exposed to all extremes of weather. Chemists and paint technicians check them for years at regular short intervals to see how the paints hold up. These tests are being constantly made to assure continuous quality leadership.



SWP Withstands All Kinds of Weather

Here you get an idea of the extent of the Sherwin-Williams paint-testing "farms" located in various sections of the country. They cover acres of ground where SWP House Paint and other brands are exposed to burning heat, sub-zero cold, high humidity, smoke, fumes . . . all kinds of climatic and atmospheric conditions. The competitive paints that hold up best are then tested, with SWP, on actual homes, as shown on the following pages.



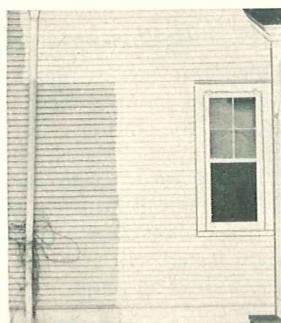
Tests on Actual Houses

These two houses (Photo 1), next door to one another, were both painted at the same time . . . the left one with SWP, the right with a competitive paint. Both were given 2 coats. After 5 years the photo (Photo 2) was taken. You'll readily see the greater dirt collection and unsatisfactory appearance of the competitive paint, while SWP still looks fresh.

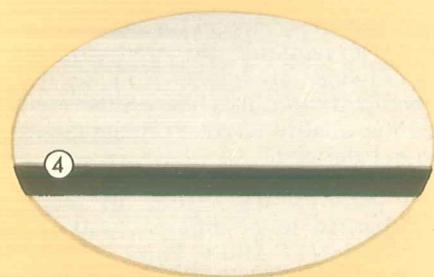
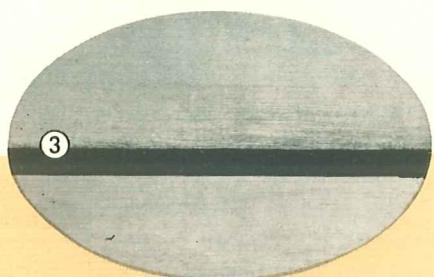


SWP Stays Clean Longer

Here you see a house with one half painted with SWP House Paint, and the adjacent half painted with another brand. The cleaner half . . . years later . . . is SWP. The reason is: SWP actually washes itself and stays clean longer . . . another superiority.



Tough tests
prove the
superiority of...

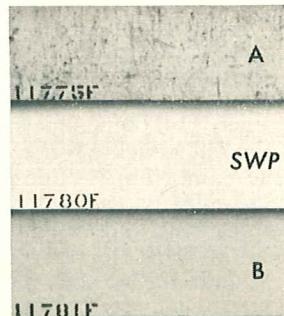


Close-up Views of the 2 Houses

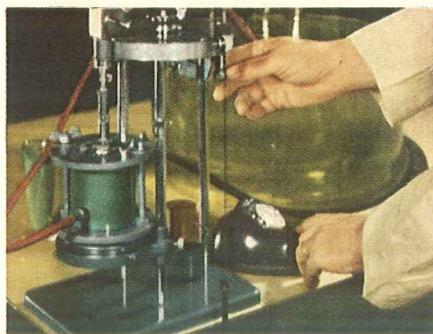
"Close-up" pictures of the two houses at left were taken at the same time. Photo 3 shows the wear and dirt collection on the competitive paint, while Photo 4 shows SWP House Paint to be still in good condition . . . evidence of longer wear.

Hot, Humid Climate Test

The top strip, (Paint A) shows great mildew collection after 6 months' exposure in Florida. Paint B shows dirt collection. The new-looking condition of SWP (center strip) proves SWP holds up in hot, humid climates.



SWP[®] HOUSE PAINT



High Shear Viscometer

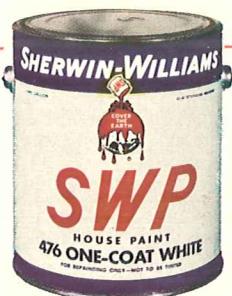
Developed by the Sherwin-Williams Paint Research Department, the High Shear Viscometer is the first device which is capable of measuring the brushing qualities of paint, in a scientific manner. One of many tests performed on SWP House Paint to maintain high quality, the High Shear Viscometer Test is used to assure you of the best possible brushing qualities for proper coverage and ease of application.



Carbon Arc Unit Test

Carbon arc units, such as the Atlas "Weather-Ometer" illustrated above, are laboratory devices in which painted panels on a rotating drum are exposed alternately to strong ultraviolet light and to water spray. They simulate, to a degree, natural outdoor weathering effects on paint. This carbon arc unit test . . . plus outdoor panel exposures on Sherwin-Williams paint-testing farms all over the country . . . is another means of assuring and maintaining the maximum possible durability for which SWP House Paint is famous.

famous **SWP** WHITES



White house paints react differently in different areas because of different climatic and atmospheric conditions. Therefore, Sherwin-Williams paint chemists developed SWP Whites to guard against all the conditions house paint has to meet and to make sure each SWP White stays white under the conditions it was formulated to meet.

SWP Gloss White

Formulated to withstand all kinds of weather and to stay white under average residential conditions. Keeps itself clean by controlled chalking.

SWP #450 Undercoater

Since woods vary in both color and porosity, Sherwin-Williams developed #450 Undercoater, to make every portion of the bare wood surface the same, thus assuring a uniform finish coat.

SWP One-Coat White

A heavily pigmented white paint, that goes on easily, holds its whiteness and gives years of protection *in just one coat*. Designed for repainting only. SWP One-Coat White saves time and labor.

SWP Fume-Resisting White

Specially formulated to guard against excessive smoke and fumes and stay white longer in industrial areas.

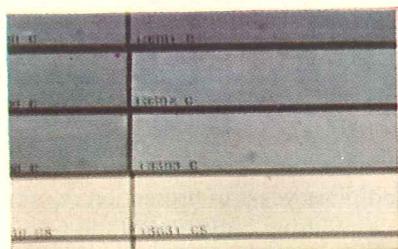
For Mildew Resistance . . . For hot, humid climates add 2 to 4 ounces of S-W Mildew Resistant Additive to a gallon of SWP House Paint.

Colors for sidewalls
and trim must meet...

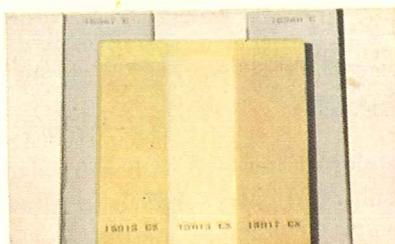
SWP



Light below, gray above, to lower the lines of a house! Here sparkling SWP Gloss White for the lower half of the house is contrasted with SWP Chelsea Gray for the upper half, with darker SWP Westchester Gray for the roof. To unite the upper and lower halves, bright SWP Castilian Blue was used on all shutters.



Test panel shows how blue holds up in different house paints. A strip down the side was completely protected, so that you can see how the blue paints looked when originally applied. Compare them with the wider strips after exposure. Top strip, SWP House Paint, kept its color. Other paints on the two lower strips faded in varying degrees.



The same color stability holds in the test for yellow. The narrow strip across the top, completely protected, shows the yellow paint as it looked when new. The left panel, SWP House Paint, retained its color. Paint on the center panel faded greatly, while paint on the right panel became dingy.

There's a tested SWP color for every type of home . . . brilliant trim colors for the white house, rich pastels and medium shades for those who prefer an over-all color for their homes. All are formulated and controlled to provide sparkling, clean colors, with maximum color retention. You can use SWP colors with confidence that they'll show the architectural beauty of your home to best advantage and will stay fresh and new-looking longer.

With so many dependable SWP House Paint colors to choose from, you can use color to individualize your home, play up its good features, play down its less desirable ones. Whether your home is old, new or remodeled, good use of color will show it at its best . . . outside as well as in.

SWP Colors
are more permanent

Sherwin-Williams paint chemists have made great strides in the development of color permanency in house paint. The whites stay whiter; body and trim colors are more permanent. Any SWP color offered to you . . . and there's a wide variety . . . has been tested for fade - resistance qualities, exactly as was done for the yellow and blue painted panels illustrated at left.

HOUSE PAINT STANDARDS



Photograph Courtesy West Coast Lumbermen's Association



A small house that's sunny with color! The siding is SWP Berkeley Yellow, making a warm contrast with SWP Colonial Red on the roof. And note how SWP Gloss White is repeated on gables, trim and fence for good color balance in exterior decoration.

Color contrast points up the interesting angles of this inviting home . . . and how crisply the bright SWP Verdas Green sets off sparkling SWP Gloss White, with SWP Westchester Gray on the roof for a quieter contrast.

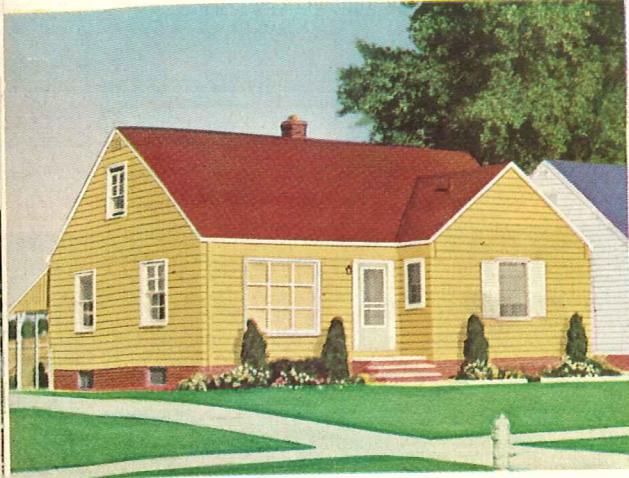
Glowing SWP Colonial Red is so appropriate for a New England-type house . . . and so gay against winter snows or summer foliage. SWP Gloss White for contrast on the trim emphasizes its graceful proportions.



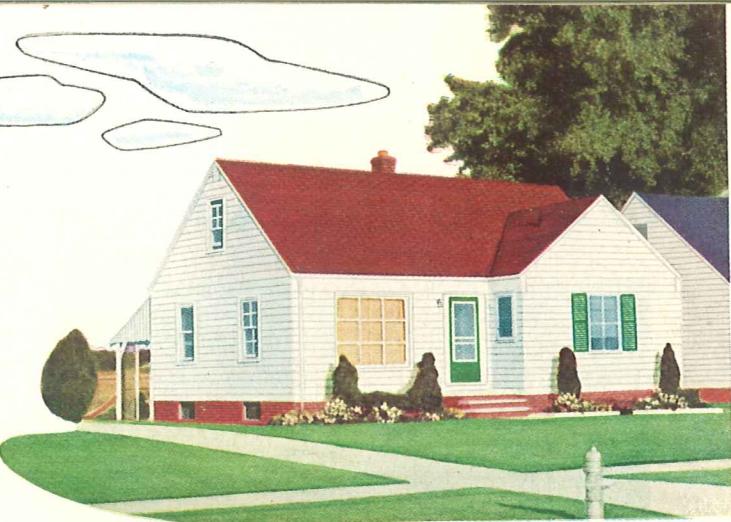
What a difference
COLOR MAKES
...and all are beautiful!



The attractive white house at the top takes on new individuality, painted SWP Plymouth Green with Gloss White trim. And note how the deep Sagamore Green shutters and door harmonize with the trees!



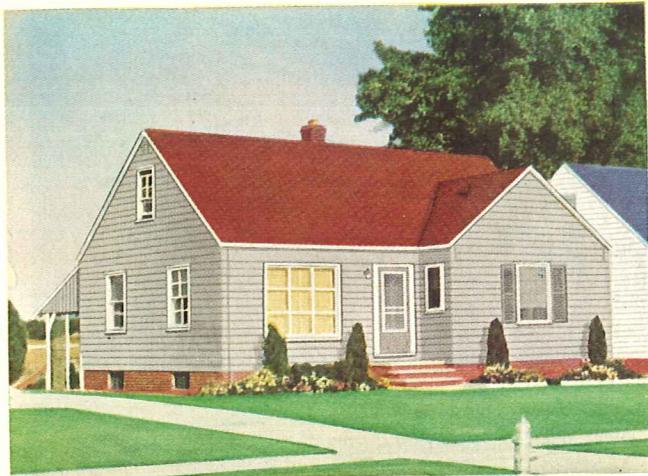
The same house in a gayer mood! SWP Berkeley Yellow makes it look bright as sunshine against the trees. Sparkling Gloss White for the trim and door makes a subtle contrast to emphasize its friendly air.



With so many homes that look so much alike, being built side by side in so many communities, you naturally want to give yours individuality . . . to set it apart from its neighbors. The one above is typical . . . painted SWP Gloss White, with stand-ardized red roof and green shutters.

The easiest and most economical way to individualize it is with color. This page shows you how the appearance of one style of home was changed by changing color combinations or using color to accent different features.

The wide range of SWP House Paint colors suggests many different ideas. In fact, there are so many that . . . if your neighbors follow your lead . . . the whole street can take on a new personality.

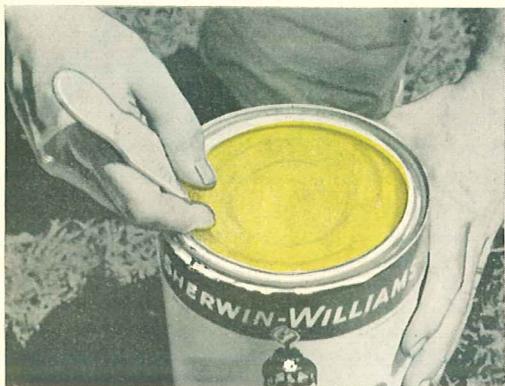


SWP Chelsea Gray with darker Westchester Gray on the door and shutters, achieve a quiet air of sophistica-tion. Gloss White on the trim stands out cleanly, accent-ing the smart roof line.

HINTS

to help you in your

OUTSIDE PAINT JOBS



Do Not Thin SWP House Paint

SWP comes ready to use, requires no thinning. It gives you the best protection when brushed on at the consistency it comes in the can. If, during work, SWP House Paint thickens, add a *small* amount of turpentine or paint thinner. Read the label on the SWP can before you open it.

The Best Painting Time

Cool, dry days are best, when temperature ranges between 60 and 80. Never paint when temperature is below 60. Never paint right after a rain . . . allow 3 good drying days. Wait for the dew to dry before you start, and stop before it falls at dusk. No paint will cling over moist or damp surfaces. Windy days make poor painting days, too . . . dust and bugs blow onto the wet paint, and paint spatters can blow great distances, spoiling lawns, shrubbery, walks and so on.

Be Sure to Remember

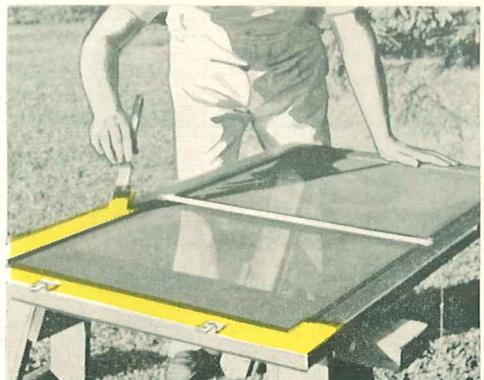
. . . to paint on the *underside* of window sills and railings to prevent absorption of water . . . to work paint well into all joints to make them as watertight as possible . . . to seal nailheads and knots with shellac to prevent staining . . . to make sure ladders are firm and safely set . . . to keep all your painting equipment assembled conveniently . . . to keep cans tightly covered when not in use . . . to prevent fire hazards by burning paint rags when job is done.

Protect Shrubbery, Walks

Cover them with paper or plastic drop cloths, and clean up spatters with turpentine within an hour or two. To paint behind shrubbery, tie it forward gently but firmly.

Stirring House Paint

The solids in paint settle to the bottom, leaving the oils on top. Pour off about 2/3 of this into a separate clean pail, and blend the rest well into the solids. Then pour back the oil a little at a time, stirring thoroughly. After stirring, pour paint from one can to the other several times to make sure it's thoroughly mixed.



Painting Shutters, Screens

Frames of screens and storm sash need paint for protection. It's easier to paint them if you lay them flat . . . can be done in garage or basement.

TAKE CARE OF YOUR BRUSHES

For short periods (overnight or a few days) between painting, suspend brushes in turpentine or Exolvent. Don't let bristles touch the bottom of the can. Cover can with aluminum foil as tightly as possible. Before using again, work the turpentine out.

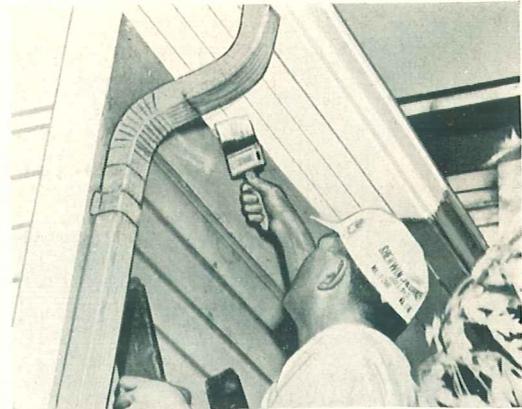
When job is completed, clean brushes in turpentine or Exolvent. Shake out and dry with a cloth. Then wash in hot, soapy water, rinse, shake out and dry. While still damp, wrap in paper so that bristles are kept straight and protected from dust. Lay them flat to store.



How to make sure you get the BEST POSSIBLE PAINT JOB

The finish coat of paint can be no smoother than the surface over which it is applied. So your first step toward the best possible paint job is to examine the exterior of your home and make sure it is in proper condition for new paint.

To guide you in your checkup, we point out the most common "danger zones" and tell you what to do about them before you start any painting whatever.



Window Sills, Porches, Steps

Is paint cracked, chipped, flaked?

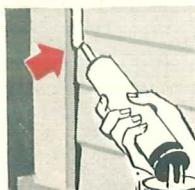
Replace damaged wood and remove all old paint. Apply SWP #450 Undercoater, to get these surfaces ready for the finish coat of SWP House Paint.



Windows

Is putty loose, allowing moisture to work inside and dry rot the inside window-frame?

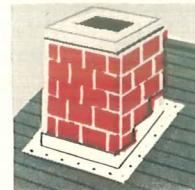
Clean out loose putty and prime the wood with SWP#450 Undercoater. When dry, re-putty and you're ready for your finish coat of SWP House Paint.



All Joints, Pillars, Posts

Is there any break in the paint film, any loose or open joint?

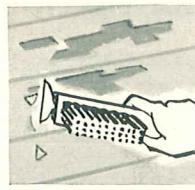
Apply a coat of SWP #450 Undercoater, and when dry, fill with Caulking Compound. Spot-prime, to be ready for finish coat of SWP House Paint.



Chimneys

Are flashings and mortar joints loose? If so, moisture can get in under your roof.

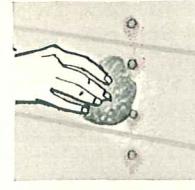
Clean out and replace loose mortar. Fasten down metal flashing, brighten any rusted metal with steel wool, and give it a coat of S-W Tinner's Red. When dry, paint it to match the roof.



The Siding

Has old paint flaked, chipped, cracked, blistered? Are any boards loose?

Remove loose paint by scraping, wire-brushing, sanding. Nail down loose boards, sink nailheads and cover with putty. Spot-prime bare wood and putty with SWP #450 Undercoater. When dry, apply finish coat of SWP House Paint.



Staining

Have rusted nailheads or gutters stained the old paint? Have knots in the wood started to show through?

Brighten rusted metal with steel wool and spot-prime. Clean paint off knots and seal with shellac.



Gutters, Downspouts, Eaves

Are they clogged or rusted?

Clean out all leaves and dirt. Brighten rust spots with steel wool and spot-prime with SWP #450 Undercoater. Paint insides of gutters with Tinner's Red. Outdoors should be painted to match the siding . . . as you come to them in your over-all paint job.



Roofs

Are shingles loose? Does underside of roof show signs of leaks?

Nail down or replace loose shingles. Previously stained or new wood shingles may be stained with S-W Shingle Stain.

ECONOMY HINT . . . where any replacements are needed, you'll save money in the long run by using lumber that has been treated with Sherwin-Williams Wood Preservative.

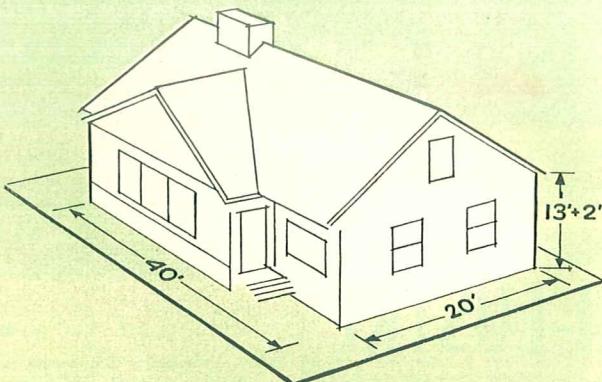
We'll be glad to help you check the exterior of your house . . . without obligation to you!

Painting a house isn't a small job. But you can make it easy for yourself. You don't, for example, have to do it all at once. You can do a side at a time, if you like. Begin on the least visible side, and save the front until last.

The best idea is to plan a schedule that lets you take it in easy stages . . . based on whether you're going to devote weekends or your vacation to painting. Here we list a few points to consider in making up a schedule geared to the time you have available. One word of warning! Don't paint *late* in the evening . . . the dew dampens the surface and prevents paint from adhering and may cause loss of gloss in the finish coat of paint.

ESTIMATE ENOUGH PAINT!

The amount you need varies with the condition of the surface. To determine the amount usually required, compute the square feet to be covered by multiplying the distance around the house by its average height.



Example:—Length, 2 sides, 40' long 80'
 Width, 2 sides, 20' long 40'
 Total Distance Around 120'
 Multiply by average height
 plus 2 feet 15'
 Total Square Feet 1800

SWP #450 Undercoater covers approximately 450 sq. ft. per gallon. Therefore, divide 1800 by 450, resulting in 4 gallons needed for priming. For top coat, SWP House Paint covers 500 to 600 sq. ft. To be on the safe side, divide 1800 by 500, resulting in a little over 3½ gallons.

Take it **EASY** when you do your OWN Exterior Painting



The Brushes You'll Need

Use good-quality brushes . . . they hold more paint, put on a smoother coat. Use a 4" or 5" brush for siding, 2" for trim work, a sash tool for windows, and a painter's duster to dust off areas as you come to them. Pay special attention to window sills, joints, under edges of siding . . . dust settles in such places.



Handling the Brush

If you've never painted a house, practice on an area that doesn't show. Use long, sweeping arm strokes. Fill brush about ½ the bristle length. Put paint on in a few generous daubs. Then, with right and left strokes, spread them together. Finish off with a sweeping stroke in one direction. You'll be surprised at how fast it goes.



Order of Painting

Begin at high point of house and work down, painting across the full side. If you're going to "call it a day" before the entire side is done, stop at a natural break . . . like doors or windows. Paint under the siding lap first, then smooth the siding. Complete one side of the house before stopping.



When to Do Trim Work

You can paint it as you come to it, or you can do it first. The trim around one window makes an easy evening's job . . . that means you need to have only one window closed and unscreened at a time.



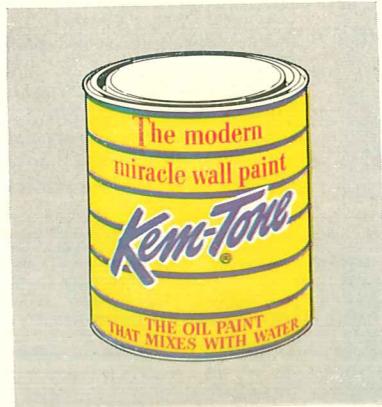
Porches and Steps Last

Choose Porch & Floor Enamel in colors to go with your siding and trim colors. When finished, barricade porches and steps against use by people or animals until thoroughly dry.

Soft Colors...in a beautiful flat-matte finish!

SHERWIN-WILLIAMS

Kem-Tone®



...the resin-emulsion oil paint that mixes with water

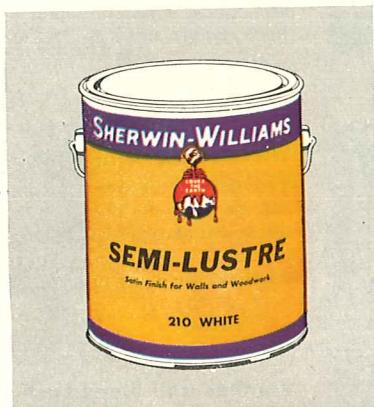
There's nothing lovelier than a soft, flat-matte finish for walls and ceilings. It creates such a pleasant, restful background for living. You can get it so easily, so economically . . . with Kem-Tone, the top value in thrifty home beauty where average washability is desired. A gallon in concentrated paste form, thinned with water, makes a gallon and a half . . . 6 whole quarts . . . of paint, ready-to-use at only the price of a gallon. It needs no undercoater or sealer. One coat covers and dries in an hour. It's so thrifty you can have new wall colors as often as you want a change. And such beautiful colors . . . all designed to meet the growing fashion for soft tones.

TWO PAINTS...to stretch your

Beauty on a budget!

SHERWIN-WILLIAMS

SEMI-LUSTRE



...an unusually lovely finish with a rich half gloss for walls and woodwork

Looking for a rich finish that gives walls and woodwork a "quiet" sheen? Semi-Lustre is your answer. It has a half gloss that looks luxurious and is lovely to live with. Yet it's durable. You can count on it for heavy-duty wear on kitchen, bathroom and playroom walls and on all woodwork. It resists steam, moisture, grease, scuffing . . . and is wonderfully easy to wash. It's thrifty, too . . . requires no undercoater and covers in one coat. Choose from stunning colors ranging from pale to bright, and discover how thrifty beauty can be wherever you want a durable, washable finish.



decorating dollars!

To meet the changing tastes of a growing child, Kem-Tone is a thrifty choice! Here you see how Cascade Green expresses a boy's preference and contrasts with the vivid rug and bedspread. The woodwork is durable Semi-Lustre Madera with Semi-Lustre White for the shelves and Mixture No. 805 for the door.

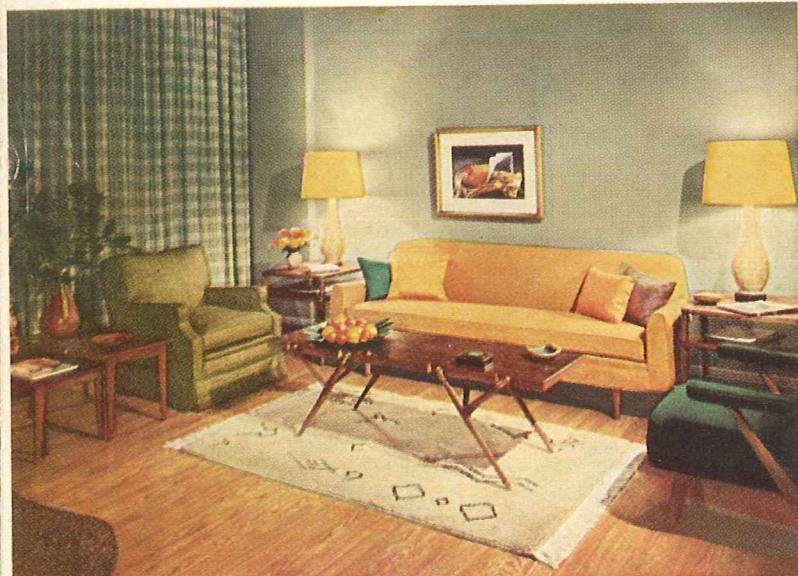
Color makes this kitchen gay . . . Semi-Lustre makes it easy to keep clean. That wonderful blue was achieved simply by mixing equal parts of Madera and Monticello Blue. And how rich it looks with the sun-bright curtains!



To make wood sparkle with luxury . . .



For the mellow, hand-rubbed look so appropriate for both floor and walls in this colonial-type room, apply a final coat of Mar-Not Satin Finish Varnish over two coats of Mar-Not Gloss. To achieve the desired color for wood paneling, first apply Sherwin-Williams Oil Stain in Light Oak.



Two coats of Mar-Not Gloss Varnish highlight the beautiful graining of the floor, and provide a sparkling finish to contrast with the velvet-rich Glenwood Gray walls. Durable, too . . . resists scuffing, withstands even boiling water.

SHERWIN-WILLIAMS

MAR-NOT* VARNISH

**in sparkling clear gloss
or soft satin finish**

Your floors can gleam with luxury. Your furniture and woodwork can have richer elegance than ever. Mar-Not Varnish gives them all a brilliant finish you'll be proud of. It dries to a clear, hard, sparkling film that brings out the full beauty of all wood. Smooth and tough, it resists scuffing and scratching, withstands even boiling water and alcoholic beverages. It's easy to keep sparkling, simply by wiping with a damp cloth. If you prefer wood to look mellowed by hand rubbing, apply a final coat of Mar-Not Satin Finish Varnish.

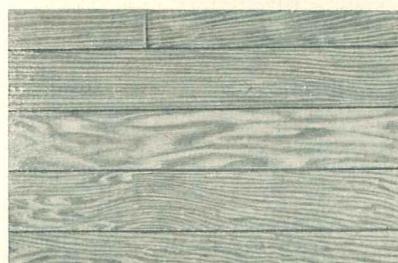
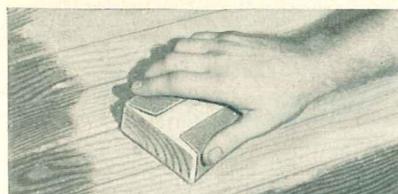
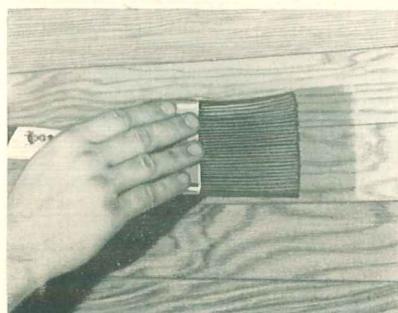
*Trade Mark



Two coats of Mar-Not Gloss Varnish give the floors a full, sparkling gloss. For contrast, a final coat of Mar-Not Satin Finish imparts a hand-rubbed look to the wood paneling. The rich color is due to Sherwin-Williams Oil Stain, applied first.

All Photographs
Courtesy National
Oak Flooring
Manufacturer's
Association

How to use **MAR-NOT^{*} VARNISH**



On previously varnished floors in good condition, simply wash, let dry thoroughly, and apply Mar-Not Gloss, followed by Mar-Not Satin Finish for a mellow hand-rubbed look. Follow directions on the label of the can.

New open-grain hardwood floors like oak require a Paste Wood Filler, first. Wipe in across the grain and sand when dry. Then apply 2 coats of Mar-Not Gloss according to label directions, followed with a third in Satin Finish if you prefer a hand-rubbed look. If you wish to darken the wood, use Oil Stain before applying the Wood Filler. Then, tint the Wood Filler with Oil Stain to match, and apply it.

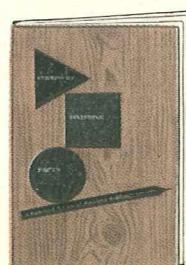
Closed-grain hardwood like maple, and soft woods like pine, need no filling. Sand smooth and apply Mar-Not Varnish according to label directions.

When old floors are in poor condition, you can hide the faults with Flo-Lac Varnish Stain which will stain and varnish the floor at the same time. Or you can remove the old finish entirely by sanding, then treat as new wood. Electric sanders may be rented.

*Trade Mark

SPECIAL OFFER!

Send 25c for our complete book on Finishing Furniture. Order now. Available after April 1st. Address: The Sherwin-Williams Co., 101 Prospect Avenue, Cleveland 1, Ohio.





With sparkling white predominating in this fun room, a big share of its color comes from the floor. It's Light Gray Porch & Floor Enamel . . . a rich contrast with the whites and the bright accents. And . . . it will take hard use in recreation rooms, patios or outdoor porches. Withstands sun, rain, sleet, sand and hard usage.



For COLORFUL, Gleaming Floors

An entrance that says "Welcome" at first glance! And a big part of it is the rich Red Porch & Floor Enamel on the floor . . . one of the largest color areas in any room . . . that goes so beautifully with the wallpaper. Wears beautifully, too. Resists scuffing, moisture, heavy "traffic" . . . and is easy to clean. It's a practical way to make floors part of the color scheme . . . in any room.



..Indoors, and Out

SHERWIN-WILLIAMS

PORCH AND FLOOR ENAMEL

Wherever you want rich, colorful beauty underfoot, you'll want Porch & Floor Enamel. It gives your floors a lustrous finish that adds zest to kitchens, hallways, bedrooms . . . any room where you want colorful floors. It keeps outside porches and steps

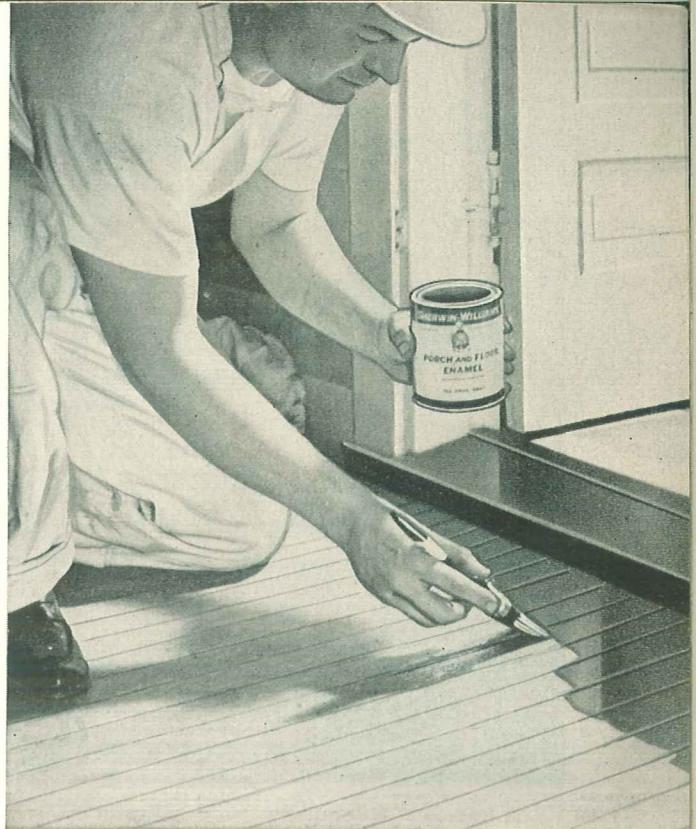
looking their proud best. Its hard, tough surface resists scuffing, sand, rain, snow, sleet . . . is easy to keep clean. Choose from ten stunning colors created to harmonize with interior and exterior decoration . . . and make your floors part of your color scheme.

Where to Use Porch & Floor Enamel

It gives long-lasting beauty to floors and stairs, indoors or out . . . in kitchens, halls, bedrooms, recreation rooms, porches. It goes over wood, metal and concrete above ground level. It can be waxed, if you wish, like varnish or linoleum. It will glow with colorful beauty.

How to Apply Porch & Floor Enamel

Make sure the surface is clean, smooth, dry. Use a three or four-inch brush, as for any enamel. On wood and metal surfaces, no primer is needed. Just apply two coats, allowing plenty of drying time between coats. Concrete surfaces require a first coat of S-W Concrete Floor Primer. Read directions on the label, before you start.



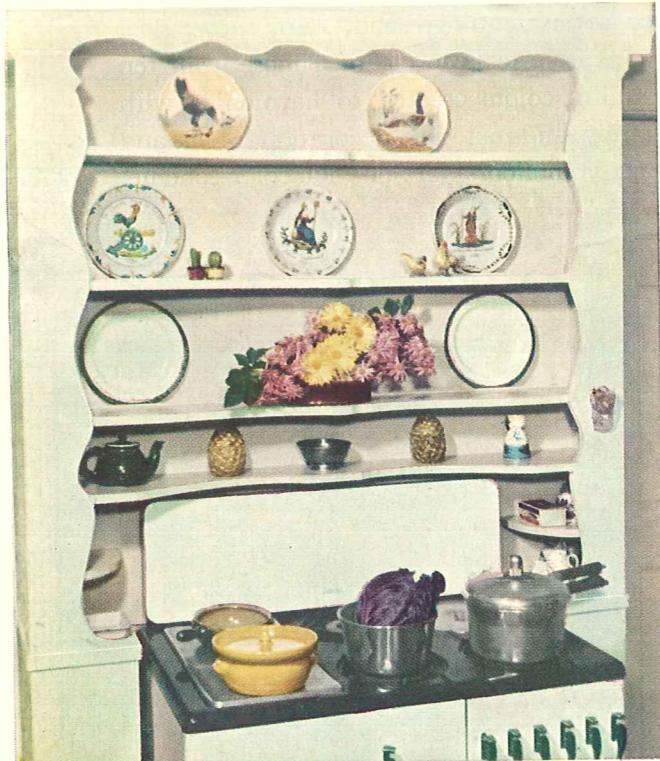
SAFETY HINT



Insurance companies suggest a wise safety measure for cellar and attic stairways. Paint the bottom step and hand-rail white or a light color to make it easily visible. This helps prevent falls.

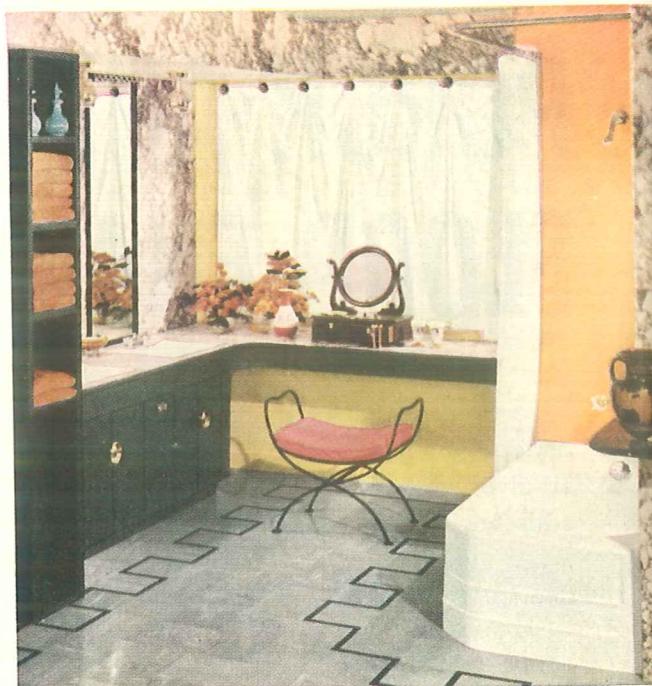


For a kitchen that positively sparkles, Enameloid is your best choice. You can see how even the deep Blue below the cabinets gleams . . . while the pastel Rose Mist on the ceiling catches and reflects light gaily as a prism. That's because Enameloid has a full, high gloss.



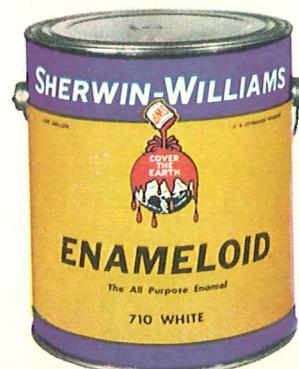
White at its most sparkling! That's what Enameloid gives you . . . a brilliant choice to go with gleaming white appliances. And it shows off any accessory color you use, to perfection. Resists moisture, grease, even boiling water, too.

Exciting **NEW**



Photograph Courtesy Universal-Rundle Corporation

Vivid colors for bathroom beauty! The window recess is Jonquil Yellow Enameloid . . . the tub corner, a mixture of 4 parts Flamingo to 1 of Jonquil. Towel cabinet and dressing table add drama, finished in Flat Black Enameloid.



colors...ranging from soft to bright!

SHERWIN-WILLIAMS

ENAMELOID®

**an unbelievably tough enamel with a full,
sparkling gloss for inside or outside use**

For the smoothest possible enamel surface . . . Enameloid is a brilliant choice. It looks tile-smooth on kitchen and bathroom walls. It gives woodwork throughout your home a rich sheen . . . adds sparkling beauty to indoor or outdoor furniture . . . provides bright accents anywhere.

And . . . you have a wide choice of colors to meet every decorating need. Soft pastels,

rich medium shades, bright tones like clear Flame Red are all available in Enameloid . . . as well as a true white that stays white and a rich, jet black. There's also a Flat Black for metal grillwork.

One coat covers previously enameled surfaces. On new wood, metal and plaster, an undercoater is needed. Enameloid flows on easily and smoothly.



Amazingly Durable . . .

When properly applied to a properly prepared surface, Enameloid will not chip, crack or wrinkle even under rough treatment. Its beauty lasts!



Stain Resistant . . .

Enameloid's glass-smooth film keeps liquids out. Fruit juices, boiling water, alcoholic beverages won't stain because they don't penetrate . . . they roll off.



Heat Resistant . . .

Boiling water, hot cooking grease, hot dishes do not penetrate or stain Enameloid. It won't "soften" in the sun . . . clothing won't stick to it.



So Easy to Wash . . .

Because it is smooth as tile, Enameloid is easier to wash than most enameled surfaces. Crayon, grease, ink, soot come off with the very minimum of rubbing.



Here's a color idea for your "outdoor living-dining room". Cool Pastel Blue Enameloid on ceiling, shutters and counter tops contrasts richly with the White Enameloid used on the rest of the porch . . . and with the SWP Gloss White on the exterior.

SHERWIN-WILLIAMS **ENAMELOID**
...resists weather and wear, outdoors and in



For outdoor furniture that withstands the weather, Enameloid White is wonderful! It stands out brilliantly against lawn or patio . . . withstands exposure to sun and rain . . . resists scuffing, chipping, even boiling water.



THAT'S WHY it's so practical to beautify and renew everything, from a garden tool to a room.

- Kitchen and Bathroom Walls
- All Interior Woodwork
- Wood and Metal Furniture
- Garden Tools, Lawn Mowers
- Bicycles, Automobiles
- Wood and Metal Cabinets
- Lamp Bases, Picture Frames
- Outside of Laundry Tubs
- Hot Water and Heating Pipes

TIPS on using **SHERWIN-WILLIAMS** **ENAMELOID**



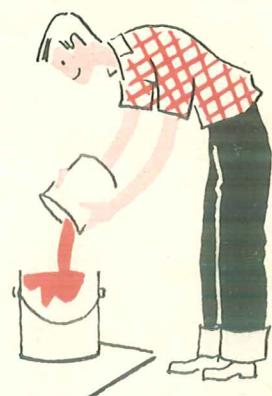
Cut gloss on previous paint by wiping with S-W Preparite, the Liquid Sandpaper.

Make sure the surface is free from dust, dirt, wax, rust spots, cracks . . . that it is smooth.

Stir Enameloid thoroughly from bottom up; then pour back and forth from can to painting pail to make sure it is thoroughly mixed.



Apply with good-quality brush. Use 2 to 3-inch brush for large areas; 2-inch for furniture; 1 1/2-inch for detail work.



Don't overload brush . . . dip into paint about one-third the bristle length. Enameloid brushes out easily, covers well, shows no brush marks.



Enameloid comes ready to use, in sizes from one-quarter pint to one gallon . . . may be applied over new wood, metal, plaster, plywood and any previously painted surface. One coat usually covers previously painted surfaces. New surfaces require two coats. Follow directions on the label of your Enameloid can.

SHERWIN-WILLIAMS

Household Painting Guide

FOR PAINTING, VARNISHING, STAINING AND ENAMELING

SURFACES TO BE PAINTED	TO PAINT	TO VARNISH	TO STAIN	TO ENAMEL
Barns, Silos, Outbuildings	SWP Commonwealth Paint Farm & Ranch White R & B Utility Paint		Shingle Stain	
Brick, Stucco, Concrete—Prime:	Masonry & Asbestos Siding Primer			
Finish:	SWP Brick & Stucco Paint			
Ceilings—Interior	Super Kem-Tone Flat-Tone Kem-Tone Semi-Lustre	Mar-Not (Wood only)	Oil Stain Flo-Lac (Wood only)	Kem-Glo (Soft Gloss) Enameloid (High Gloss)
Exterior	SWP	Rexpar	Oil Stain	Enameloid (High Gloss)
Doors—Interior	Semi-Lustre	Mar-Not	Oil Stain	Kem-Glo Enameloid
Exterior	SWP	Rexpar	Oil Stain	Enameloid Kem-Glo
Fences—Wood & Metal	SWP R & B Utility Paint Farm & Ranch White		Shingle Stain (Wood)	
Floors—Concrete	Porch & Floor Enamel (Prime unpainted floor with Concrete Floor Primer)			Porch & Floor Enamel (Prime unpainted floor with Concrete Floor Primer)
Wood	Porch & Floor Enamel	Mar-Not Gloss or Satin		Porch & Floor Enamel
Furniture—Interior	Semi-Lustre	Mar-Not Gloss or Satin	Oil Stain	Enameloid (High Gloss) Kem-Glo (Soft Gloss)
Exterior		Rexpar	Oil Stain	Kem-Glo Enameloid
Houses, Garages—Wood	SWP	Rexpar	Shingle Stain	
Asbestos Shingle	SWP Brick & Stucco Paint (Prime with Masonry & Asbestos Siding Primer)			
Implements, Tools, Trailers, Wagons, etc.	SWP	Rexpar		Tractor & Implement Enamel
Linoleum—Printed (Not recommended for inlaid linoleum)		Mar-Not Lin-X Clear Gloss		Porch & Floor Enamel
Radiators, Pipes, etc.	Semi-Lustre Aluminum Paint Flat-Tone			Kem-Glo Enameloid
Roofs—Wood Shingle	SWP		Shingle Stain SWP (Reduced according to directions)	
Metal	R & B Utility Paint Commonwealth Metalastic Asphalt Alum. Paint #40			
Screens—Galvanized & Black Iron	Aluminum Spar Enamel #29			Screen Enamel, Black
Copper, Brass & Aluminum	Super Kem-Tone Flat-Tone Kem-Tone Semi-Lustre			Kem-Glo (Soft Gloss) Enameloid (High Gloss)
Walls—Interior (Plaster, dry wall, and wallboard)	Super Kem-Tone Kem-Tone			
Wallpaper	Semi-Lustre	Mar-Not Gloss or Satin	Oil Stain Flo-Lac	Kem-Glo Enameloid
Wood	Super Kem-Tone Flat-Tone Aluminum Paint			Kem-Glo Enameloid Porch & Floor Enamel
Basement	Semi-Lustre Flat-Tone with Converting Liquid	Mar-Not Gloss or Satin	Oil Stain	Kem-Glo Enameloid
Woodwork—Interior				

